

# **Wastewater Education Program Overview CDWAC / WSAC**

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# Presentation Overview

- Program Focus Areas
- Community-Based Social Marketing
- Background Research
- Discussion: Wastewater behaviors
- Next Steps
- Q&A

# Program Focus Areas

- Side sewer education
- Sewer drain protection
  - (Fats, oils and grease and flushables)
- Customer awareness of how to report DWW issues (206-386-1800)



# Our Wastewater System

- How many miles of SPU-managed wastewater pipes are there in Seattle?

1400 miles



# Our Wastewater System

How many miles of private side sewers are there in Seattle?

4100 Miles!





# Sewer Drain Protection: The Problem



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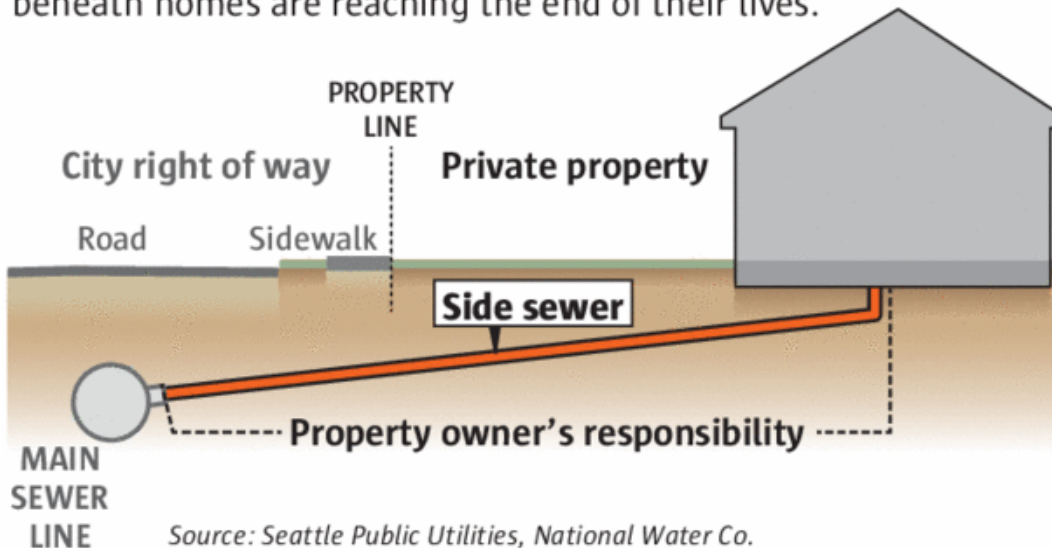
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# Side Sewers: The Problem

## Seattle faces rising number of side-sewer failures

Half of Seattle's housing was built before 1961, and the sewers beneath homes are reaching the end of their lives.



MARK NOWLIN / THE SEATTLE TIMES



# Community-Based Social Marketing Approach to Outreach



- Customer focus
- Key steps:
  - Create awareness
  - Propose new behavior
  - Show benefits and remove barriers
  - Develop strategies
  - Pilot and evaluate
  - Implement broadly



# Changing Citizen Behaviors

Education • Marketing • Law



- **Education alone:** Reach 1 of 8 customers\*
- **Add Social Marketing:** Reach 3 of 4 customers\*

\*Numbers are approximations



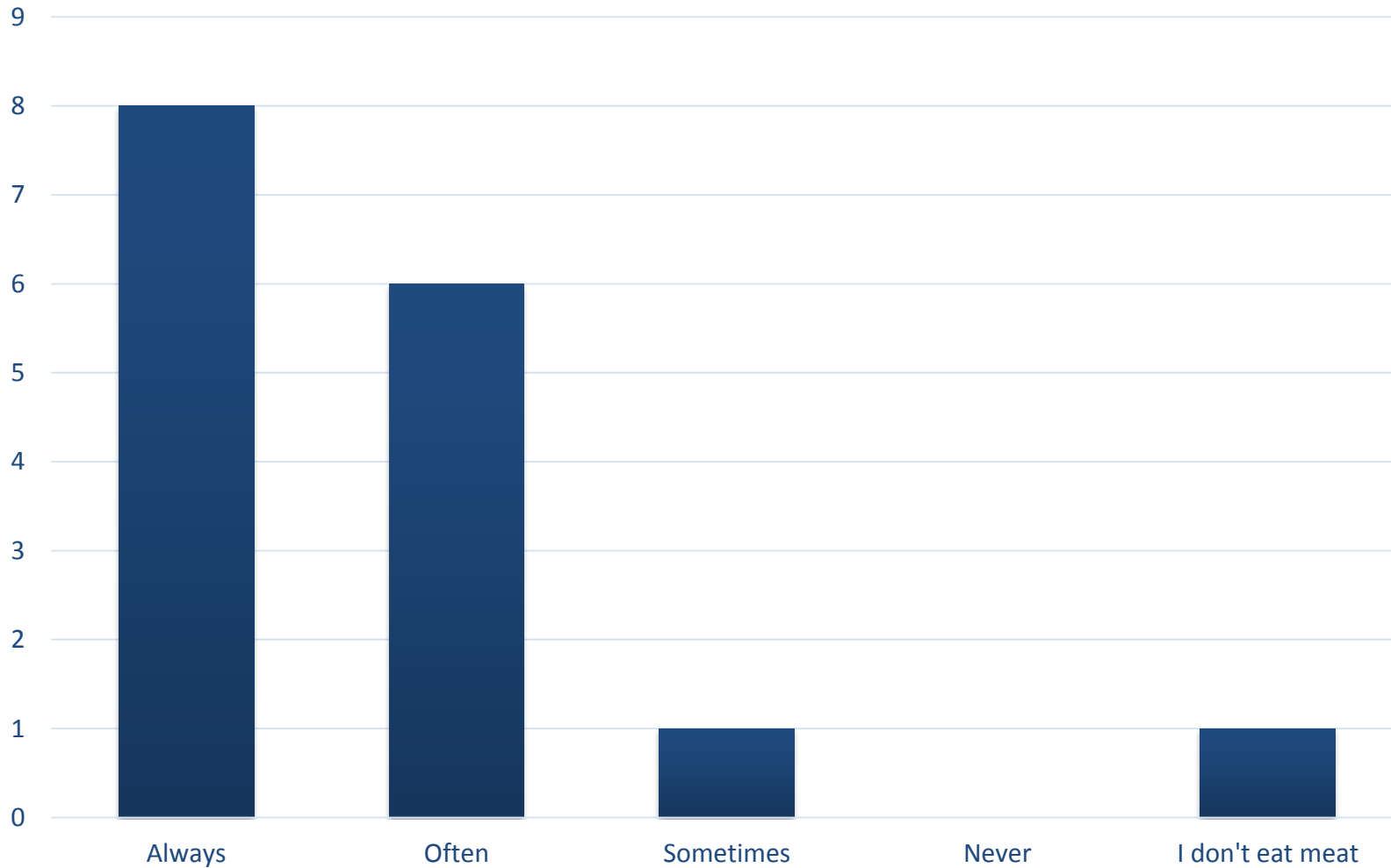
# Background Research

- SPU wastewater education & outreach
  - *What are we doing? What have we done?*
- Customer research
  - *What can we learn about our audience(s)?*
- Spatial data
  - *How do we identify our target audience(s)?*
- Other programs
  - *What's working locally, regionally and nationally?*



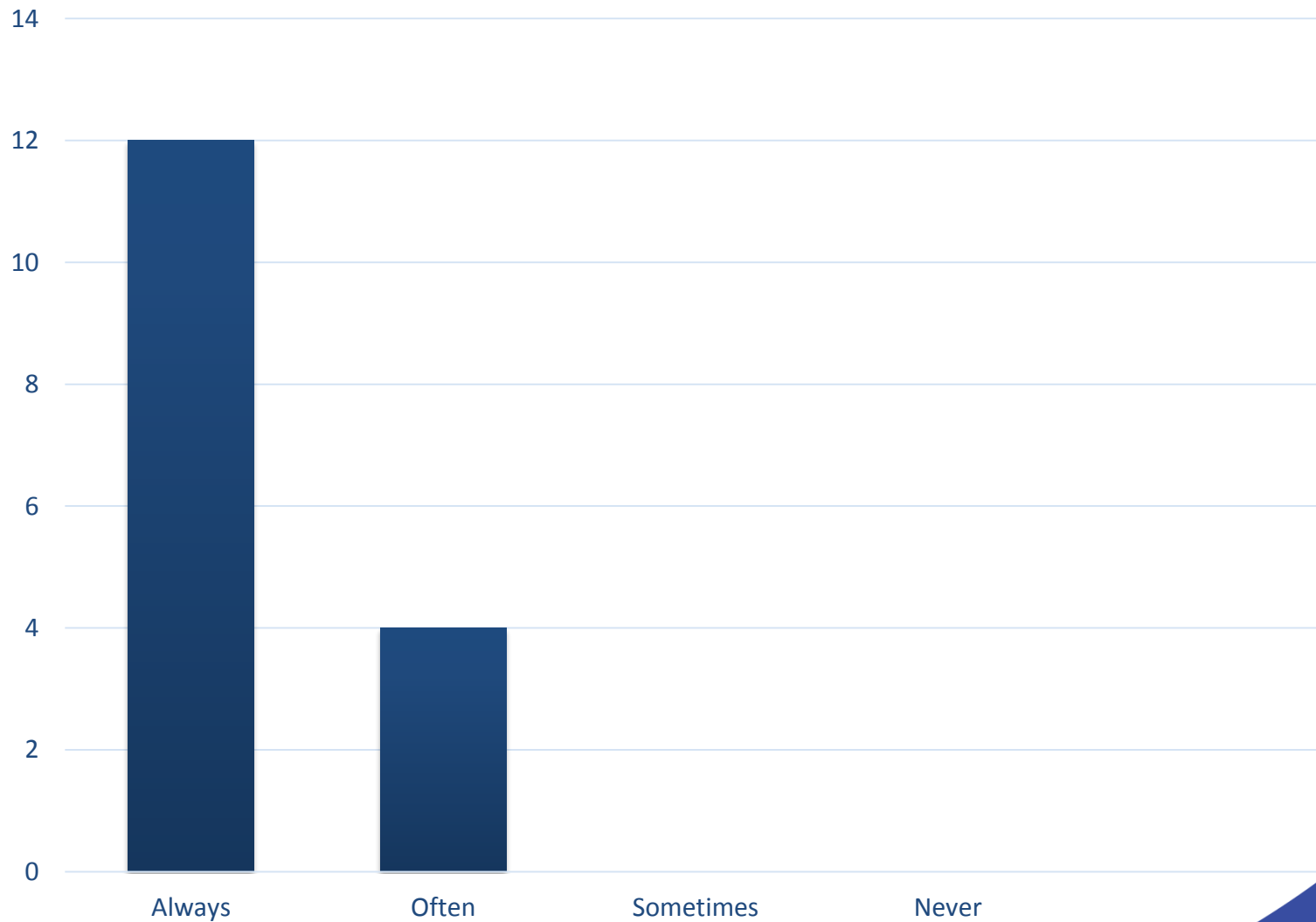
# **Discussion: Wastewater Behaviors Questionnaire**

## After cooking meat or poultry, I remove the remaining fat/grease before washing the pan.

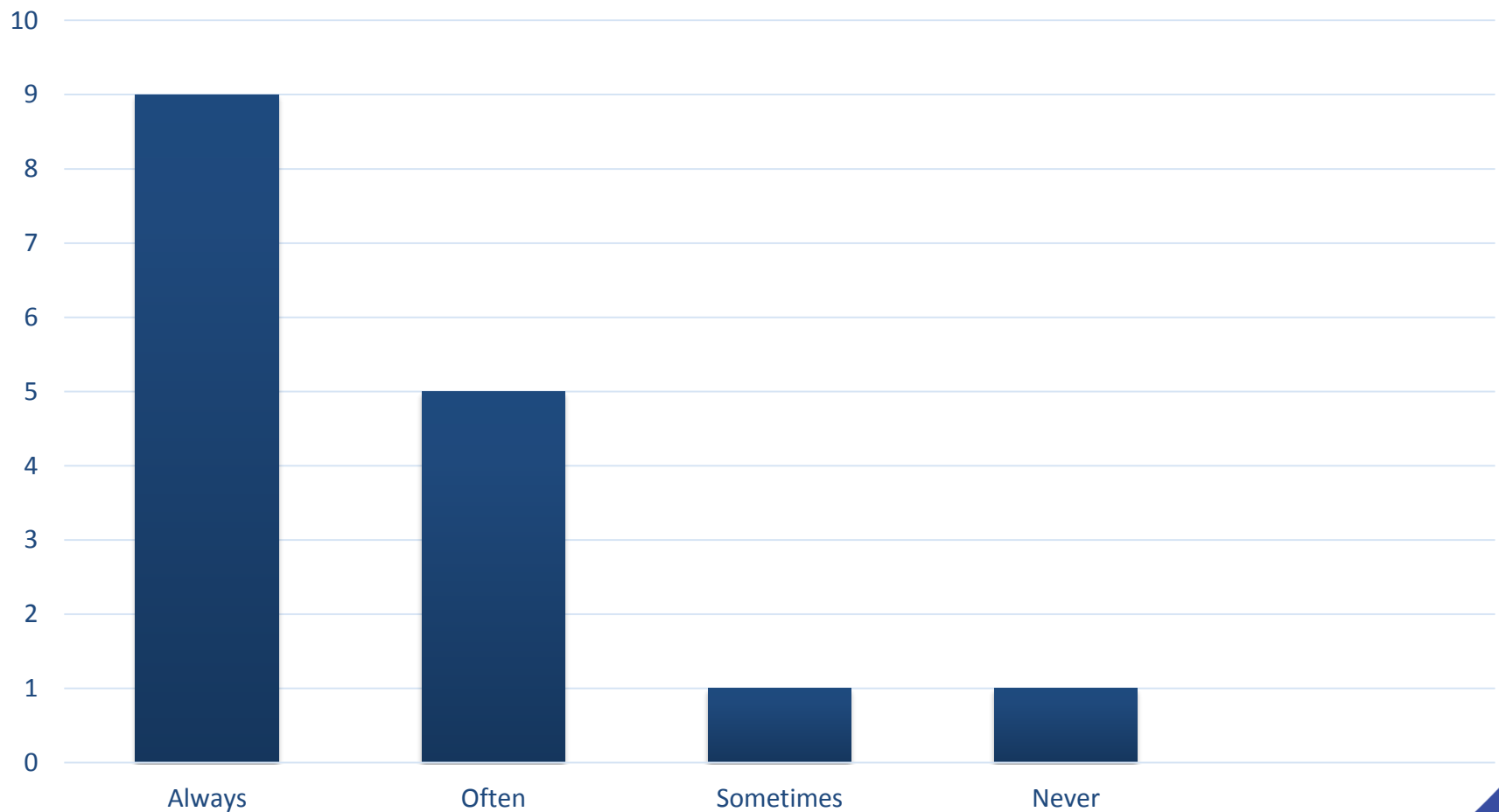




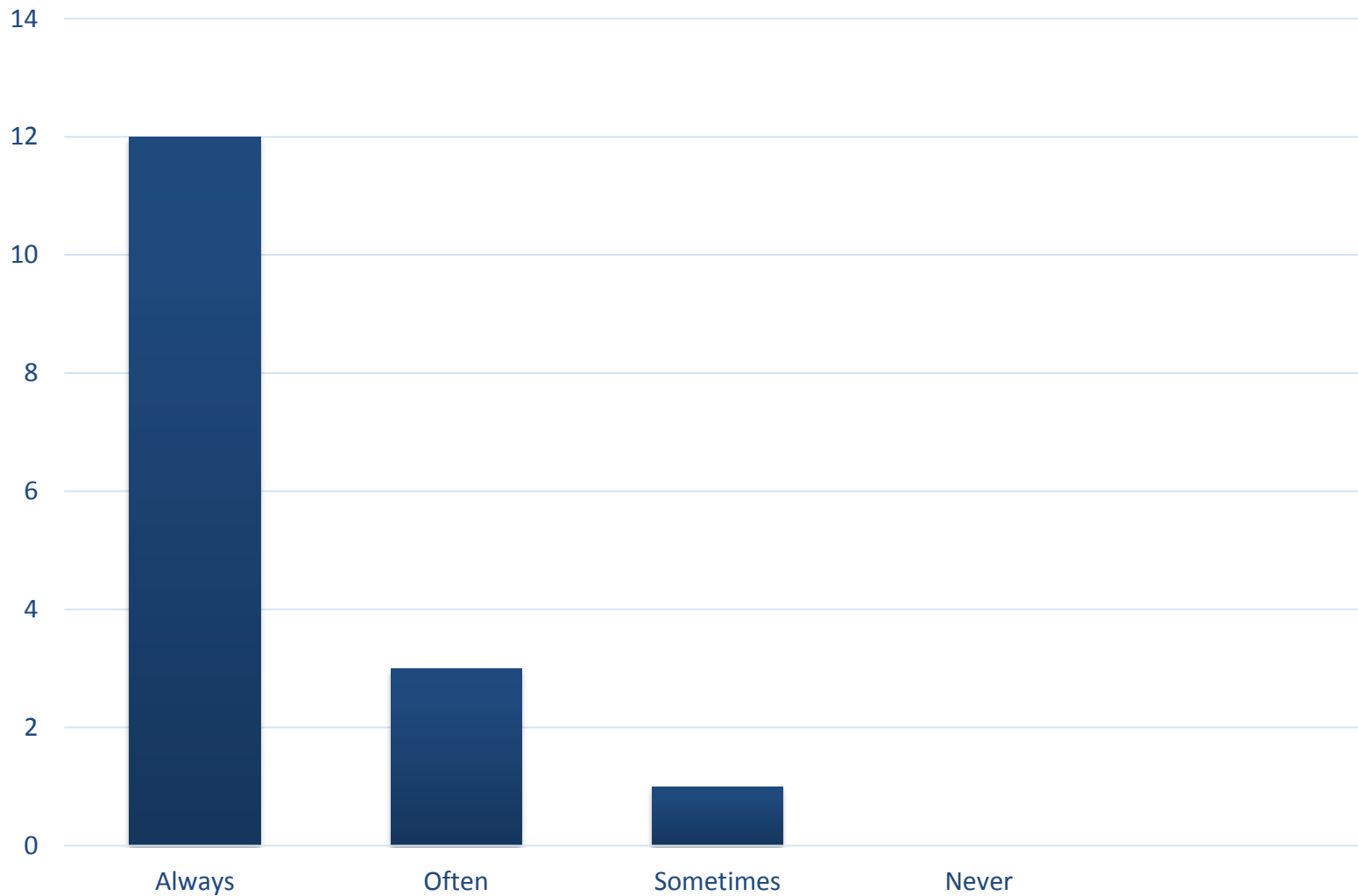
## I scrape or wipe uneaten food, grease, and sauces into the garbage or a compost bin.



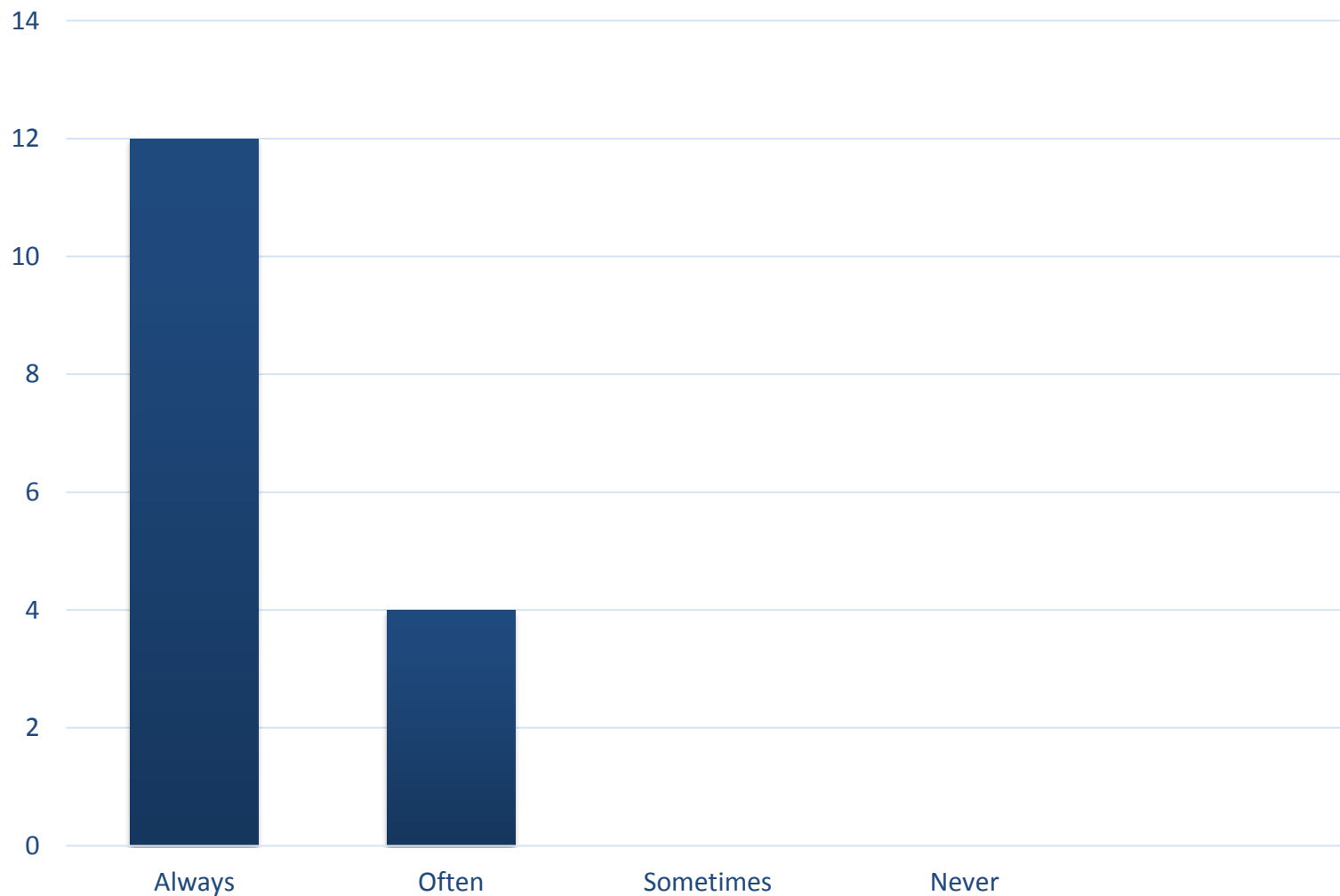
## I use a sink strainer to capture food waste, then throw it away or compost it



## I use a compost bin instead of the garbage disposal to dispose of food waste

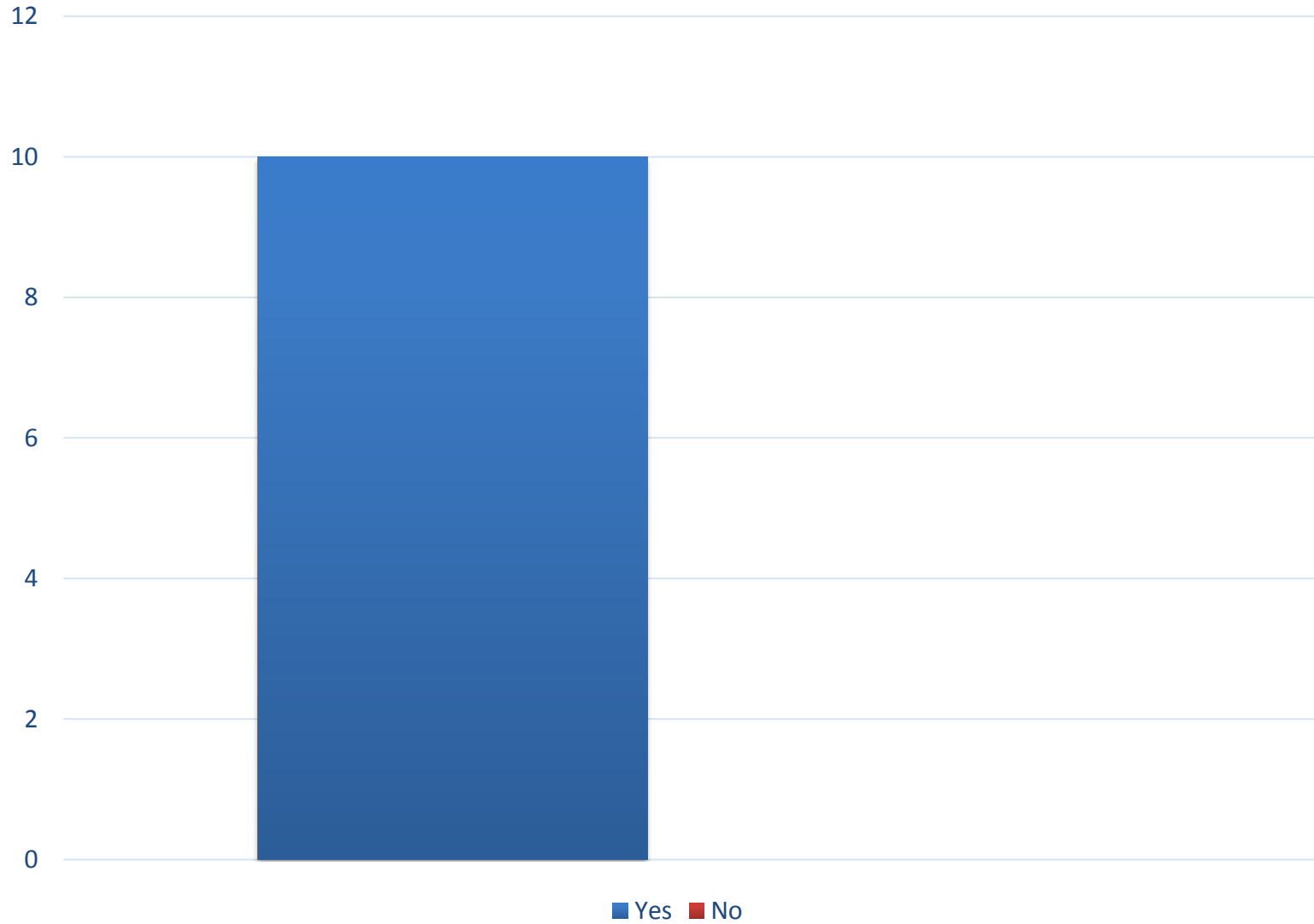


## I flush only toilet paper and human waste down the toilet

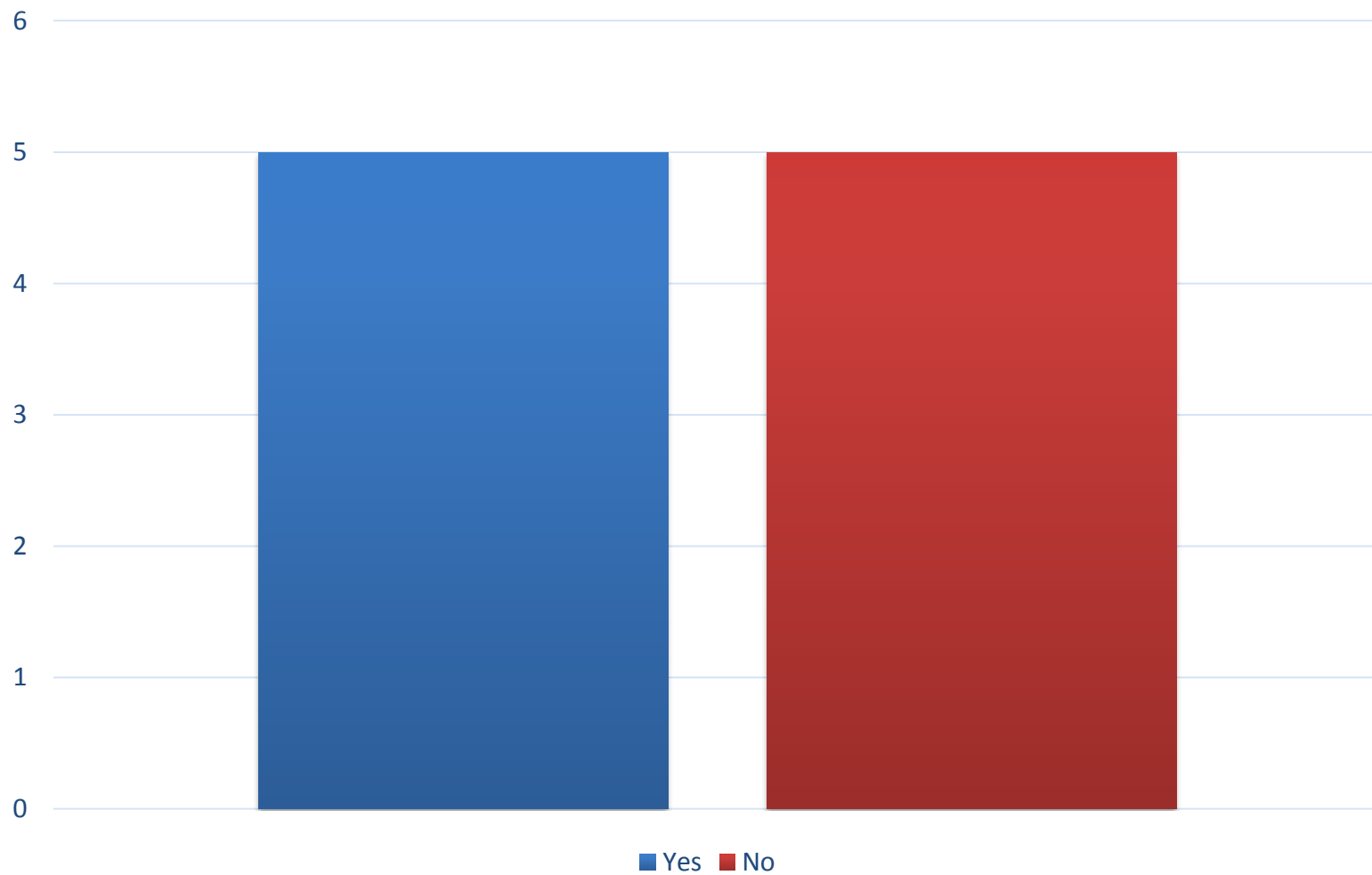




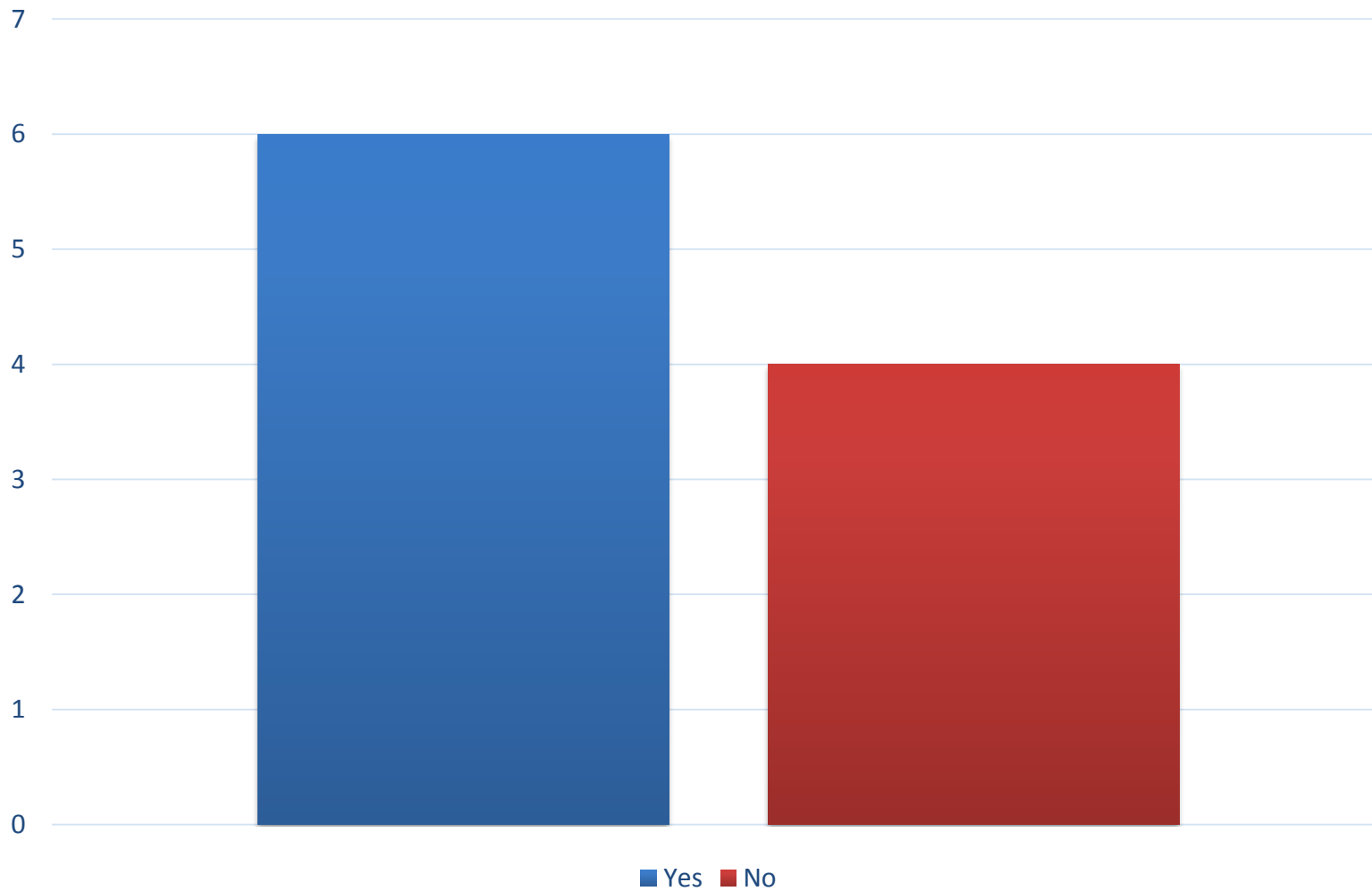
## I know where my side sewer is located



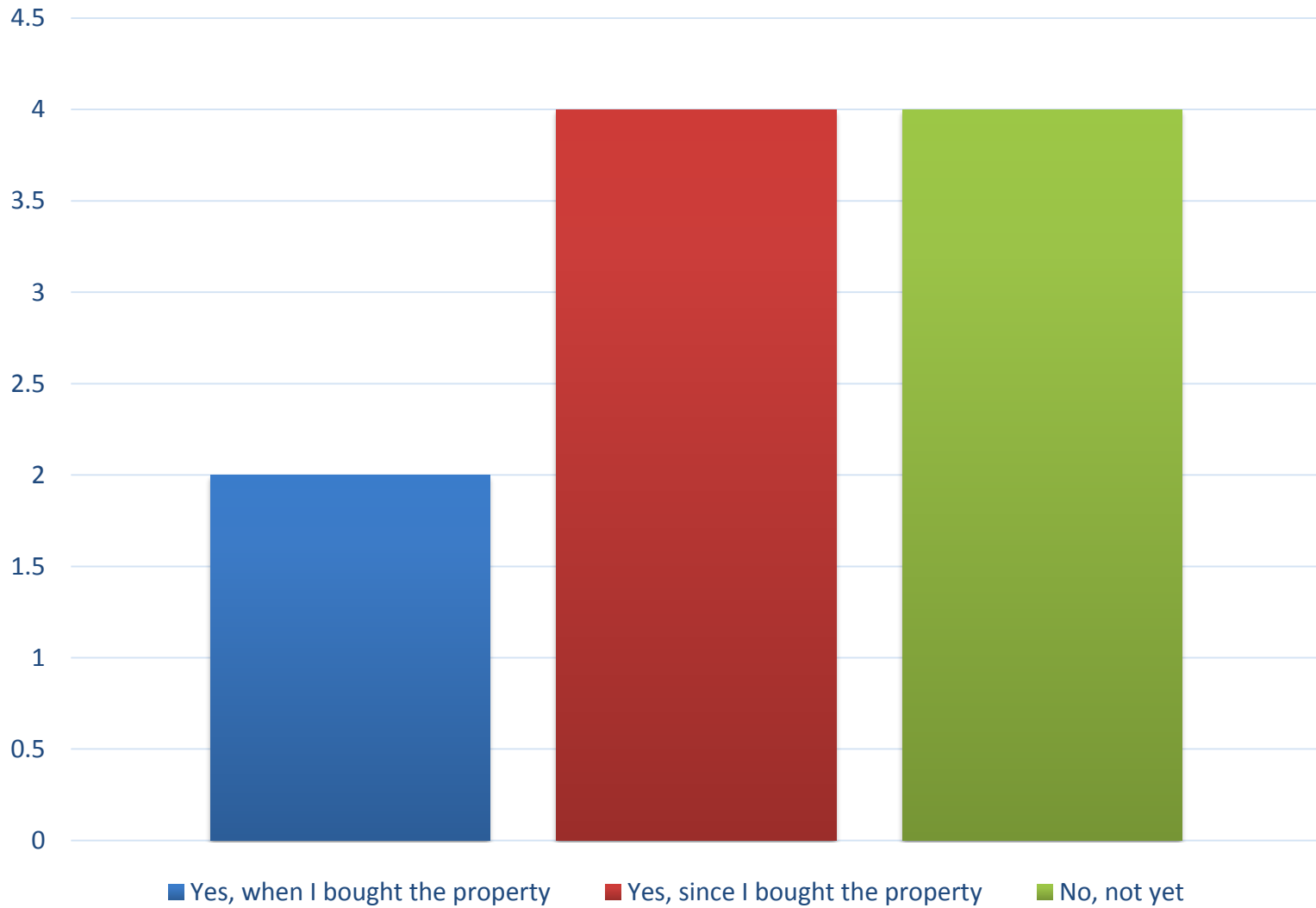
## I've located my property's side sewer information online



## I've identified the last time my side sewer was cleaned or repaired

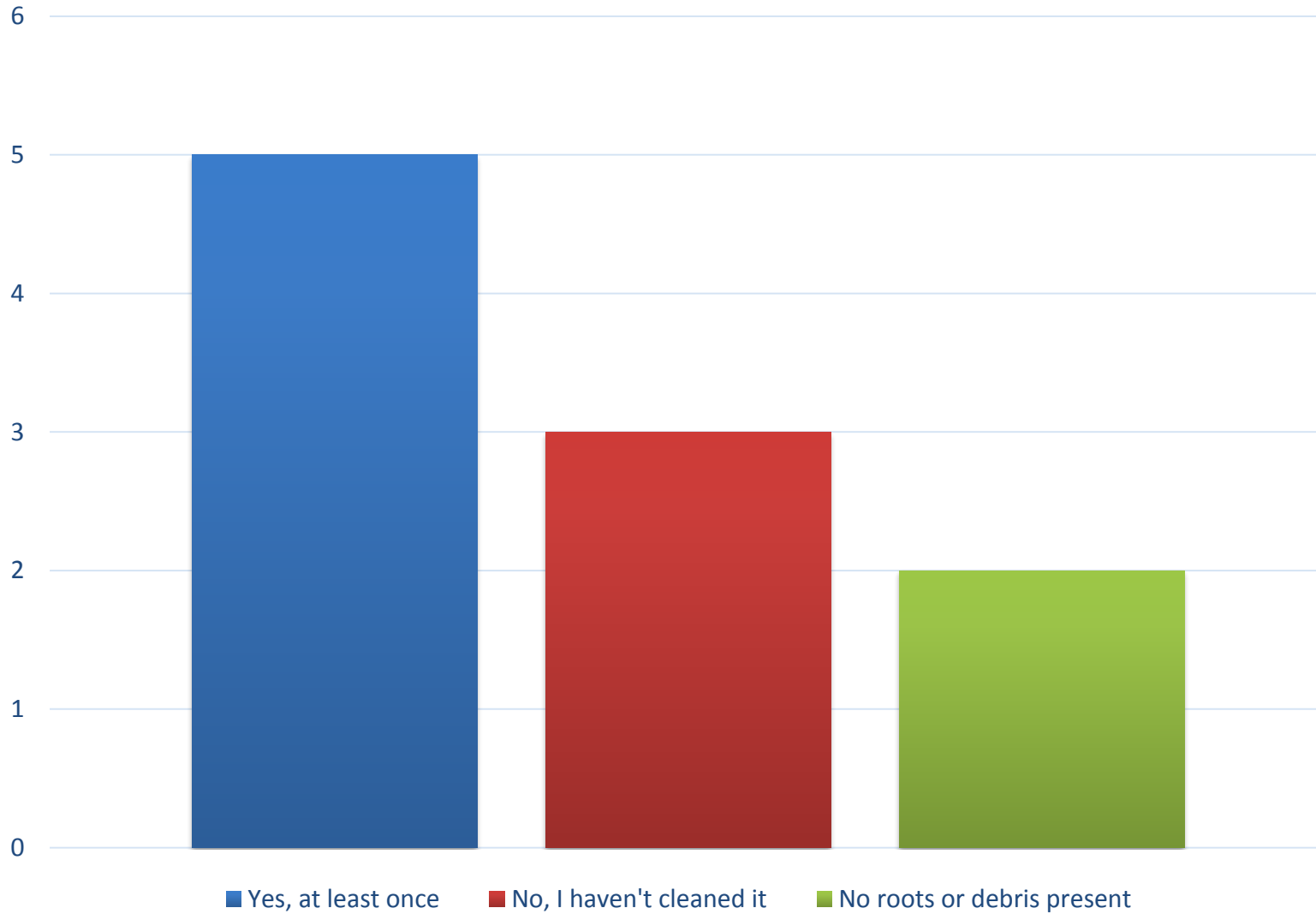


## I've scoped my side sewer





## I've cleaned my side sewer



# Next Steps

- Complete audience research
  - Report back to CDWAC/WSAC in Q3 to test concepts
- Identify strategies
  - Report back to CDWAC/WSAC in Q4 with strategy update
- Develop pilot social marketing program(s)
  - Report back to CDWAC/WSAC in Q2 2018 with pilot outcomes

# Possible Future Topics

- Share background research findings
- Discuss equity analysis
- Provide feedback on campaign messaging and creative concepts
- Provide flushables social marketing campaign update

# 2017-2018 Timeline\*

	Q2'17	Q3'17	Q4'17	Q1'18	Q2'18	Q3'18	Q4'18
Inventory existing resources							
Identify "early actions"							
Implement "early actions"							
Customer research							
Develop outreach plans							
Pilot outreach plans							
Evaluation							
CDWAC/Management check-ins							

*\*Dates are approximations*



# Questions?